

Four men, one boat, and a 2100-mile row from California to Hawaii



# Team Pacific Rowers

Sponsorship pack



@pacificrowers



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www.pacificrowers.com

# ‘Are you mad?’ What this row’s all about...

You’d be mad not to. Described as the Everest of the Ocean, the crossing of the Pacific requires physical strength, mental agility, endurance and determination. The four-man crew will row in pairs - two hours on two hours off - for five weeks, each burning 5000 calories a day and pulling 1,000,000 strokes in total.

The Great Pacific Rowing Race, organised by [New Ocean Wave](#), is the first event of its kind on the Pacific, and **Team Pacific Rowers** - Fraser Hart, Colin Parker, Sam Collins and James Wight - aim to be the first four-man crew to complete the route, beating off 20 others in the process (read about the crew at our [Team Pacific Rowers](#)).

The race, 2,100 nautical miles, is a new,



Click on the above picture to watch a video on the Great Pacific Race.

global sporting event that aims to attract widespread media coverage locally, nationally and internationally.

Sponsoring Team Pacific Rowers provides an opportunity to position your brand as part of an inspirational, ambitious and dynamic team, endeavouring to complete a unique, ocean adventure challenge and be the first four-man rowing team to cross the North Pacific Ocean.

As well as guaranteeing novelty, sustained and long-lasting exposure, the team consists of two professional print and broadcast journalists, a web developer and a marketing director, guaranteed to fuel publicity for your brand even further.

[Read our comment in the Monterey Herald](#)

# Benefits of sponsoring rowing's 'awesome foursome' (that's us)

- Brand presence and logo exposure within a nine-month end to end, multi-channel marketing, PR and fundraising campaign.
- Pre and post row presentations to your staff and/or management about training, endeavour/enterprise, teamwork, motivation and the crossing itself. Or a bespoke topic/theme shaped by your company.
- Boat naming rights and opportunities to 'row with the crew' experiences in the UK, California or Hawaii for employees and families.

And much, much more ...

## Oarsome foursome will row to Hawaii

A TUNBRIDGE Wells man and his team are hoping to become the first quartet to row 2,100 nautical miles from California to Hawaii next June.

Fraser Hart, 33, of St James Road is one of the Team Pacific Rowers competing in the New Ocean Wave Great Pacific Race alongside 20 other boats next summer.

Mr Hart will row with childhood friend Colin Parker, 35, along with James Wight, 35, and Sam Collins, 24, for approximately five weeks, beginning in Monterey, California and ending in Honolulu, Hawaii.

"None of us has even pulled an oar before, so this is a huge undertaking," said Mr Hart.

"We've a huge amount of preparation and fundraising to do before we even get to the start line.

"We are already training in gyms, on our bikes and simply pounding the streets in our running shoes."

Mr Hart's vigorous exercise regime included a 100km walk from London to Brighton, despite suffering a knee injury.



**WAY TO ROW:** (l-r) Fraser Hart, Sam Collins and James Wight will row from California to Hawaii in a Pacific race

The crew are planning to hold a 24-hour static row in the near future to publicise their voyage.

All four members of the crew have previous extreme sporting experience, although this challenge is their grandest.

Mr Hart, who works as a web designer in Sevenoaks, has

lived in Australia, Canada and New Zealand, and is an avid cyclist, surfer and snowboarder.

His partners too have experience with sporting feats – Mr Parker once took part in a 12-hour tennis match for Sport Relief.

The men will complete more

than one million oar strokes throughout the race, and each burn approximately 5,000 calories a day.

They will be feasting on the five weeks on what Mr Hart described as a "spaceman diet": freeze-dried high-calorie meals.

Planning for the team's participation began in the spring, with a crew meeting event held by former Team GB rower Chris Martin, who started the initiative.

The cost of the expedition is around £70,000, and the Pacific Rowers are currently in talks with several organisations about sponsorship.

Their boat is a 29ft Woodvale Fours class fibreglass ocean rower, complete with solar-powered water desalinators, a satellite phone, GPS and internet access.

The boat's position will be transmitted several times a day.

■ The Pacific Rowers' blog can be found at [www.pacificrowers.com](http://www.pacificrowers.com) and @pacificrowers on Twitter.



# How your company can get involved

Team Pacific Rowers has five outline sponsorship packages, which can be tailored further, to suit your needs and price range.



Arctic: supporting sponsor



Southern: sponsor



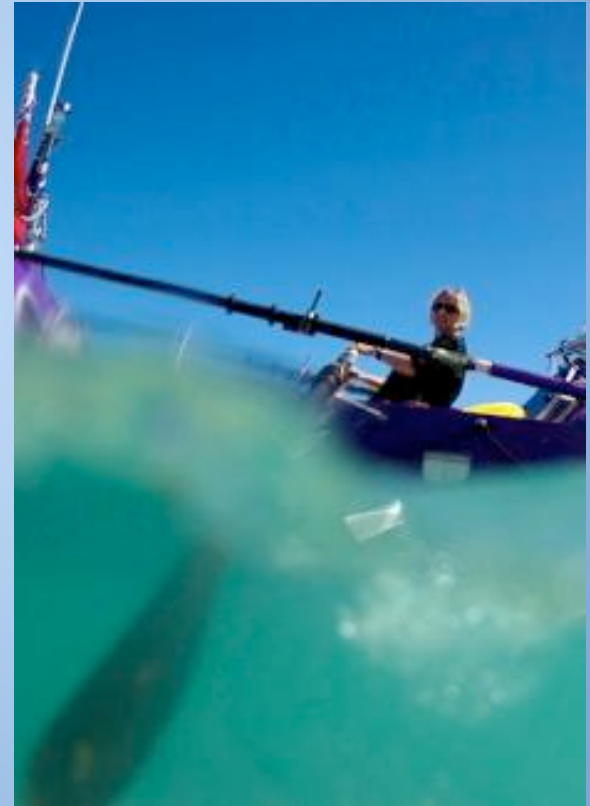
Indian: principal sponsor



Atlantic: main sponsor



Pacific: lead sponsor





# Arctic: supporting sponsor

Starting from £1000/\$NZ2000

Why not become a “supporting sponsor” of Team Pacific Rowers with our Arctic Package. The package includes, but is not exclusive to, the following key benefits:

## **Branding & Logo Exposure:**

- Your company logo on the boat - positioning up to discretion of Team Pacific Rowers.

## **Social media & online:**

- Sponsor led promotion through Team Pacific Rowers' key social media channels, including tweets, blog posts and Facebook updates.
- Logo and hyperlink from our website to yours.

## **PR & media:**

- Possibility of setting up common PR activities.

## **Photography:**

- Expedition photography supplied for your marketing purposes.





# Southern: sponsor

£5000-£10,000/\$10,000-\$20,000

Become a “sponsor” of Team Pacific Rowers with our Southern Package, which includes all the benefits of the Arctic Package along with, but not exclusive to, the following:

## **Branding & Logo Exposure:**

- Company logo on the boat.
- Brand presence across all media and documentation and merchandise, including posters, fliers, brochures etc
- Inclusion on pre-event/post event street banners, flags etc.
- Company logo on team clothing & towels.

## **Online & Social Media:**

- Provision of content for sponsor social media activities and website (including blogs on our training, ocean awareness work, race preparation.

## **PR & Media:**

- Inclusion in all print, outdoor and/or

broadcast advertising (logo or name).

## **Causes & Charity:**

- An opportunity for a cause tie-in (currently we have chosen ocean plastic, but are willing to explore a new cause should the sponsor have a campaign, provided we agree and aligned to promote this cause too).
- Opportunity to involve sponsor's preferred charitable organisation or cause.
- Donation of personal and private sponsorship money to sponsor's preferred charitable cause.

## **Photography:**

- Expedition photography supplied for your marketing purposes.





# Indian: principal sponsor

£10,000-£25,000/\$NZ20,000-\$NZ50,000

Become a “principal sponsor” of Team Pacific Rowers with the comprehensive Indian Package, which includes all the benefits of the Southern package along with, but not exclusive to:

## **Branding & Logo Exposure:**

- Company logo on the boat, boat hull and oars, and hats.
- Inclusion on pre-event/post event t-shirts, street banners, flags etc.
- Press conference signage and support vehicle signage.

## **Online and social Media:**

- Logo, corporate profile and hyperlink from our site to yours
- Provision of web ‘events’ for sponsor website (for example, online chat with a rower, regular webcasts from the boat, other boat updates such as distance rowed, global positioning)

## **PR & Media:**

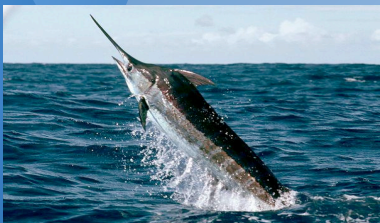
- Inclusion in all press releases and other media activities
- Public relations campaign designed for sponsor’s market (consumer or trade)

## **Photography & Video:**

- *Exclusive* photography supplied for your marketing purposes

## **Live Meetings & Events:**

- Public or private motivational talks and presentations to employees and/or senior management at company events, community events, or stakeholder events, plus Q&A.



# Atlantic: main sponsor

£25,000+/\$50,000+

Become a “main sponsor” of Team Pacific Rowers with the larger than life Atlantic Package, which includes all the benefits of the Indian package along with, but not exclusive to, the following:

## **Online & social Media:**

- Provision of live transmissions ‘from the water’.

## **Photography & Video:**

- Exclusive photography supplied for your marketing purposes.
- Direction in team photography and rights to photos and direction in team video and rights to video.

## **Live Meetings & Events:**

- Use of sponsor venue for launch, main event, or supporting event, such as Cocktail Evening/Gala Dinner for Fundraising, Meet the Crew event in Monterey, Los Angeles, and/or Las Vegas, Honolulu - we can host at least 2 key events or fundraising/awareness

at the beginning or end of the race.

- Availability and participation in key sponsor events/awards, and involvement in the design, production and delivery of such events, if necessary.

## **Loyalty and direct marketing:**

- Unlimited access to event-generated database(s) (for example, member lists) for direct marketing follow-up, respective of privacy laws.
- Opportunity to provide inserts in sponsee mailings.
- Rental/loan of our database for one-off communication.

**TEAM PACIFIC ROWERS**





# Atlantic: main sponsor

£25,000+/\$50,000+

Become a “main sponsor” of Team Pacific Rowers with the larger than life Atlantic Package, which includes all the benefits of the Indian package along with, but not exclusive to, the following:

## **Employees/Shareholders/Hospitality:**

- Some participation in the event by employees or shareholders.
- Access to discounts, merchandise or other sponsorship-oriented perks.
- Provision of Team Pacific Rowers for meet-and-greets at start or end of race, and/or employee motivation.
- Creation of an event, day or program specifically for employees.
- Creation of an employee donation or volunteer program to raise awareness of

plastic in the oceans.

- Opportunity to set up an employee recruitment station at your event.

## **Research:**

- Access to pre- and/or post-event research. We will be offering to carry out scientific research on behalf foundations and charities that monitor the pacific plastic gyres.
- Opportunity to provide sponsorship- or industry-oriented questions on research.





# Pacific: lead sponsor

£/\$: To be negotiated

Become the “lead sponsor” of Team Pacific Rowers with the no holds barred, full-scale Pacific Package. You will be involved at every stage of the campaign. The package includes the all the benefits of the Atlantic Package, along with, but not exclusive to, the following:

## Naming rights sponsorship (perceived ‘ownership’ of the expedition):

- Naming of the team and/or boat, eg. Team ‘Your Company’ Pacific Row, includes ability to choose boat colour.
- Banner rights on team arrival and departure.

## Live Meetings & Events:

- Tickets or invitations to ancillary parties, receptions, shows, launches etc.
- Signage, sampling and other benefits at ancillary parties, receptions, shows, launches etc.

## Employees/Shareholders/Hospitality:

- Tickets to post race party in Honolulu.
- Opportunity for ‘row with the crew’ experiences. in Hawaii or Monterey for employees, families, kids etc.

**TEAM  
PACIFIC  
ROWERS**

MONTEREY CALIFORNIA

HONOLULU HAWAII

**4 MEN  
1 BOAT  
2100 MILES**

**20** GREAT PACIFIC RACE **14**

**WWW.PACIFICROWERS.COM**

**@PACIFICROWERS ON TWITTER**



# Marketing & publicity

Team Pacific Rowers benefits from being an international team, with crewmates based in England and New Zealand and publicity opportunities in both bases and the race venues of California and Hawaii. And of course, there's Cyberspace, Twittersphere, and so forth.

Publicity events are now being planned to try to get maximum exposure for us, our sponsors, and our cause: to raise awareness of plastic in the oceans.

Not only will we be hauling our boat across towns in the UK's south east and London, we will also be attempting a 12-hour stationary row somewhere very public, connecting crewmates in England and New Zealand with Skype.

We are planning to host on our row (what we think) will be the world's first mid-Pacific concert, playing live over the internet. We will be contacting Guinness to find out whether this, at more than 1000 miles from civilisation, will be the most remote concert ever held.

Initial plans to drum up online publicity is attempting the first ever 'ocean row on Twitter'. We have calculated that between us we will pull about one million oar strokes during our crossing. Our plan is to equate one follower on Twitter to 100 oar strokes in a bid to get 10,000 followers and thus pull one million strokes. To facilitate this, we will be giving away space on our boat for one lucky follower to have their name/company name/charity.

There is more to come, but rest assured, will be trying our hardest to get our name and our sponsors' names out there as much as possible.



# Contact us



From left:  
Colin Parker  
Sam Collins  
Fraser Hart  
James Wight

Below you will find the different ways you can get in contact with us. Please don't hesitate to call/tweet/email/Facebook/web comment/write to us if you think we would be a good tie-up for you company, or just to send us advice or messages of support - we would love to hear from you. Fraser, James, Sam and Colin.

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